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transforming the history into an implicit rating of the provided item; and
using the implicit rating of the provided item to generate recommendations of other
items of the particular type.

Sub B2

10. (Amended) A method for generating recommendations, comprising:
providing a plurality of items of a particular type to a plurality of devices, each
device having an application for engaging in a repetitive user activity items of the particular type,
wherein the repetitive user activity occurs primarily during standalone operation of the device;
generating for each provided item in each device, a history of user interaction with
the provided item, wherein a user interaction comprises an instance of engaging in the repetitive
activity with the provided item;
transforming the history for each provided item into an implicit rating of the
provided item; and
using the implicit ratings of the provided items to generate recommendations of
other items of the particular type.

Sub B3

13. (Amended) A system for providing recommendations, comprising:
a plurality of devices, each device having an application for engaging in a repetitive
activity with an item of a particular type, wherein user interaction with the repetitive activity
occurs primarily during standalone operation of the device, and a memory for storing a history of
each user interaction with an item with the device; and
a recommendation service for storing downloaded histories of items interacted with
from the plurality of devices, for transforming the downloaded histories into implicit ratings of
the items interacted with, and for generating recommendations of new items of the particular type
based on the implicit ratings.
